



Ashland in Action 2000

A Comprehensive Transportation Action Plan

PLAN SUMMARY

In 1996, the City of Ashland adopted the Transportation Element of the Ashland Comprehensive Plan.

This plan provides the goals and policies for directing the City in the accommodation of future growth, and the Transportation Element specifically provides guidance on addressing the future transportation needs of the City.

In an effort to see that these goals and policies are implemented, and to address specific transportation related issues identified by a Chamber of Commerce committee in the area of Ashland Community Hospital, downtown, and Southern Oregon University/Ashland High School, the City Council formed the Transportation, Transit, and Parking Committee (TTPC).

The TTPC hosted three neighborhood meetings to solicit input from the community on priorities for dealing with transportation issues in the three specific areas of Ashland, and the community as a whole. A Community Forum was held to discuss the summary ideas from the neighborhood meetings. The TTPC also met for many, many hours, learning the background on key issues, educating themselves on specific transportation topics, and developing the recommended Transportation Action Plan.

The primary points of that plan are as follows:

1. The effort to address the community's transportation issues must be comprehensive and integrate different approaches. There is no single "silver bullet" that can be successful.
2. A three-pronged approach, integrating efforts for improved transit, parking management, and bike and

pedestrian facilities will result in a better transportation system for the entire city.

I. Develop a fundable, flexibly managed transit program that will provide free service to the community, provide more frequent service, expand the hours of bus operations, expand existing routes, and offer dial-a-ride service. The transit program should also serve as an in-town shuttle service for residents, students, visitors, and employees. Encourage employees to utilize alternative systems city-wide, including from park and ride lots. Encourage employers to provide incentives for employees to use other modes than the automobile.

II. Continue the enhancement of all bicycle and pedestrian facilities throughout the community, utilizing the City's Transportation System Plan (TSP). Link improvements with transit facilities to increase effectiveness.

III. Evaluate the feasibility of a paid parking program in the commercial downtown area. The study should examine paid parking time periods, revenue, examples from other communities, and residential parking permit systems. Examine using parking permit systems for on-street parking around SOU/AHS.

With these three generalized approaches, all done in a unified effort, the TTPC believes that the citizens of Ashland can realize an improved transportation system that provides more options, and reduces traffic congestion. This approach will implement the concept of "modal equity" – the equal opportunity to use all modes of travel – that is promoted in the Transportation Element, and is the cornerstone of transportation planning in Ashland.

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INTRODUCTION

From the introduction of the City's Transportation Element comes the following:

"Ashland has a vision – to retain our small-town character even while we grow. To achieve this vision, we must proactively plan for a transportation system that is integrated into the community and enhances Ashland's livability, character and natural environment."

Recognizing this vision, the City has moved forward in an effort to create an implementation strategy for that vision. It is called **Ashland In Action 2000: A Comprehensive Transportation Action Plan**. And it recognizes that there are no simple answers to the City's transportation issues, but rather that it will take an integrated and comprehensive approach to achieve our vision.

In January of 2000, the City Council approved a motion to establish a committee to advise the Council on transportation and parking concerns throughout Ashland. The Transportation, Transit and Parking Committee (TTPC) members were appointed by the Mayor and included a diverse mix of citizens and organizational leaders from Ashland Community Hospital, Southern Oregon University, Oregon Shakespeare Festival, Ashland Chamber of Commerce and the City of Ashland.

The Committee developed a mission statement and scope of action that was approved by the City Council to help

guide it through the public information gathering process and in the formulation of a recommendation document to communicate back to Council.



Mission Statement

The mission of the committee is to help the Community identify and develop strategies for addressing transportation, transit and parking issues focused on the Downtown, Southern Oregon University/Ashland High School, and Ashland Community Hospital areas. The committee will coordinate the public input process, summarize the information received, and present the community's plan to the City Council for formal consideration.

In carrying out this mission, the committee recognized the following givens:

- To reduce auto use and congestion, there is a need to reduce vehicle miles traveled and promote alternative means of transportation.
- Citizen input should serve as the basis for problem identification and possible solutions.
- Neighborhood solutions must be integrated into the City's overall transportation efforts.



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- Solutions should be pragmatic and feasible to implement.
- Solutions need to be accompanied by fiscal impact estimates and possible funding sources.
- While solutions in this plan will focus on the three target areas, good ideas outside the scope of this effort should be used to begin development of solutions for other areas.

Neighborhood meetings were held in the three main areas of concern identified by Council and the TTPC (Ashland Community Hospital, Southern Oregon University/Ashland High School, and Downtown). The purpose of the meetings was to gather information and ideas from neighbors who have day to day encounters with transportation issues in the three areas.

A summary was then compiled from comments and ideas gathered along with committee input and was presented to the public at a Community Forum hosted by the Chamber of Commerce in May of 2000. Additional comments were gathered and taken back to the TTPC to integrate into a final document.

This report presents the TTPC recommendations for an integrated approach for transportation management city-wide. The TTPC believes that an integrated, multi-element solution based on a proactive approach utilizing already

adopted documents, such as the Transportation Element of the Comprehensive Plan, are essential to making progress with the community's concerns about transportation options and parking in the areas of concern and throughout Ashland.

BACKGROUND & GOALS

In 1996, the Ashland City Council adopted a new transportation strategy that outlined a change in direction regarding transportation policy. The new transportation plan called for "retaining our small town-town character even while we grow. To achieve this vision, we must proactively plan for a transportation system that is integrated into the community and enhances Ashland's livability, character and natural environment."

This award winning Transportation Element in the City of Ashland's Comprehensive Plan strongly supports multi-modal transportation. The Element contains numerous goals and policies that will encourage development of safer and more effective bicycle and pedestrian movement, reduce conflicts between these modes and vehicle travel by use of traffic calming techniques, enhance the utility of transit for residents and commuters, and make driving and parking more convenient and safer for motorists.

The Transportation Element provides the overriding goals and policies regarding all efforts addressing transportation issues within the City of Ashland. Efforts taken to address the identified problems must be consistent with the goals

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and policies of the Element, and further the purpose of the Comprehensive Plan.

After adoption of the Transportation Element, the City prepared and ultimately adopted a Transportation System Plan (TSP) in 1998. This plan provides the “nuts and bolts improvements” for the City’s transportation system, identifying street improvements, sidewalk construction projects, new bike routes, and future transit needs. This plan provides the background for the inclusion of projects into the City’s Capital Improvement Plan. Several projects that will further the mission of the TTPC are already scheduled for implementation, including the redesign and improvement of Siskiyou Boulevard.

The efforts of the TTPC are then specifically targeted to the three areas identified, and the specific issues that have been raised in those areas.

COMMITTEE GOALS

The Committee prepared the following goals from its Mission Statement to further define its plan in developing an action document for the City Council.

- To develop and implement a comprehensive multi-modal program.
- To provide incentives and disincentives aimed at reducing the number of employees who drive alone to work.

- To provide a free, frequent and local transit service with expanded routes.
- To provide fast, low cost, and more convenient transit service between Ashland and Medford.
- To create a pedestrian-friendly downtown.
- To expand the availability of parking spaces within the three areas of specific concern: (ACH, SOU/AHS and Downtown).
- To improve parking efficiency throughout Ashland.
- To provide better and safer paths and routes for bicyclists throughout Ashland.
- To provide adequate and safer parking for residents and guests in the residential areas affected by the three areas of specific concern (ACH, SOU/AHS and Downtown).



Many of these goals are already reflected in the Goals and Policies of the Transportation Element of the City of Ashland Comprehensive Plan. Implementation of these policies occur through projects listed in the 20 year Transportation System Plan and the five year Capital Improvement Plan. Public input from the neighborhood process, when compared with those compiled during the drafting of the Transportation Element of the Comprehensive Plan, indicate somewhat of a consensus among public participants in transportation issues in Ashland.



The committee initially organized its analysis into three broad areas requiring improvement: parking, bicycle and pedestrian, and transit services. The recommendations follow these distinctions, but are sorted differently with the understanding that each of the components are inter-related. The multiple elements of this Action Plan will not succeed unless the elements are cohesively implemented.

STATEMENT OF ISSUES

Ashland has seen its small town charm, unique natural setting and outstanding cultural and entertainment opportunities attract larger and larger numbers of people, both in terms of its visitor and resident population. With this level of popularity, the many challenges that face most small communities become somewhat magnified. In fact, while the City's population grew by 8.5% between 1980 and 1990, the number of vehicle miles traveled (VMT) increased 39%.

As stated in the Transportation Element:

"More children are driven to school than walk or ride bicycles, more people drive to work alone than share rides, and more people make separate shopping excursions than combine them into a single linked trip."

With Ashland's citizens making more daily trips, traffic congestion and parking availability soon become factors that, if not controlled, pose a threat to the look, feel and function of our community. Growth in our visitor and resident populations create similar transportation problems, but must oftentimes be dealt with in different ways, as each group has different needs and expectations. Further, due to many complex factors including the high cost of housing in Ashland, many of the employees in the city's businesses and institutions cannot or choose not to live within the city, forcing them to commute from surrounding areas.

The City and the community seem to be placed in a challenging, but also exciting, position of determining when these problems become more than minor inconveniences and transform into barriers to the future wellbeing of our community, to our residents, our visitors, and our employees.

With this in mind, many surveys have been conducted in the past 18 months to help identify expectations, feelings and attitudes regarding a variety of transportation issues of various segments of both our visitors and residents. Additionally, neighborhood meetings have provided information about the thoughts of the community regarding current policies, current and future transportation projects and possible solutions for a wide range of transportation related problems.

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The results of the compilation of information gathered seems to fall into three categories; parking, bike and pedestrian issues and transit service. To prepare solutions in these areas, a clear set of problem statements have been identified and must be continually referred to when making decisions about transportation in Ashland.

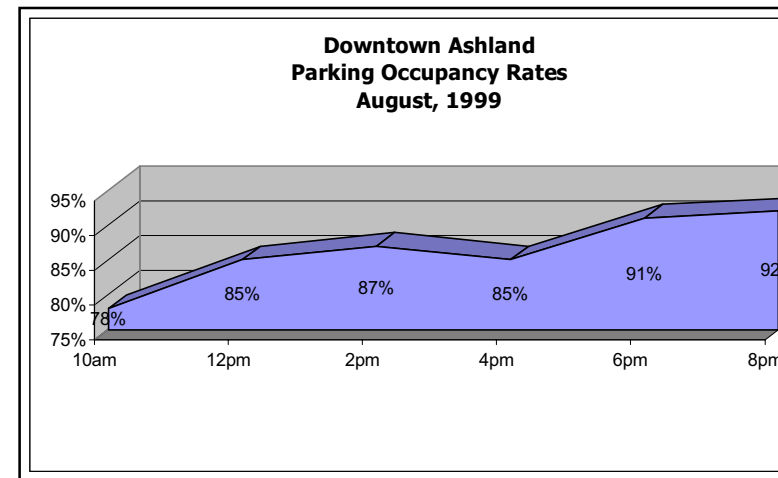
- **It's hard to find a parking space**

Parking spaces around Southern Oregon University, Ashland Community Hospital and the downtown are increasingly hard to find, specifically during certain times of the day and season. Parking occupancy rates in each of the areas substantiate this concern.

Over ninety percent of the parking spaces in the downtown district are occupied during peak times in the summer season. Additionally, the peak season has slowly grown to include some of the spring and fall months as well. Some downtown business owners and residents have indicated that these high occupancy rates indicate a lack of parking that may be translated into a negative image for the downtown business district.

Students at both Southern Oregon University and Ashland High School have indicated that parking availability is sometimes difficult, resulting in the greater utilization of parking on-street in surrounding residential areas. Employees in the Ashland Community Hospital area have also identified a tight parking situation, with the high utilization of the existing parking lots by patients and

visitors forcing them to use on-street parking further from their primary work place.



With the number of spaces becoming more and more precious, two schools of thought have surfaced. One is to construct additional parking facilities, either in the form of parking structures or surface lots. A second option is to take advantage of parking management programs, such as employee incentive programs, paid parking in the areas of highest demand, and residential parking permit systems. Parking management provides an opportunity to obtain a higher level of efficiency from existing parking spaces, both on and off the street. The two options are not an either/or proposition, as parking management can provide the extra incentive needed to encourage the use of other modes of



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travel to destinations, or to use other parking lots or structures that may be underutilized.

- **I can't find a parking space on my own street**

Residents of neighborhoods near the three main areas (SOU, ACH and Downtown) are having a difficult time finding available on-street parking for themselves or their guests due to "spillover" parking from the three core areas into the residential areas.

This is a common problem for residential areas in close proximity to areas of high parking demand such as universities and commercial districts. Many employees, such as in Ashland's downtown area, are encouraged not to park within the downtown boundary and must find parking elsewhere, generally in the surrounding residential areas.

Comments from the neighborhoods indicate that parking by out of neighborhood employees or visitors adversely affects the livability of the area, by making their residential street a parking lot.

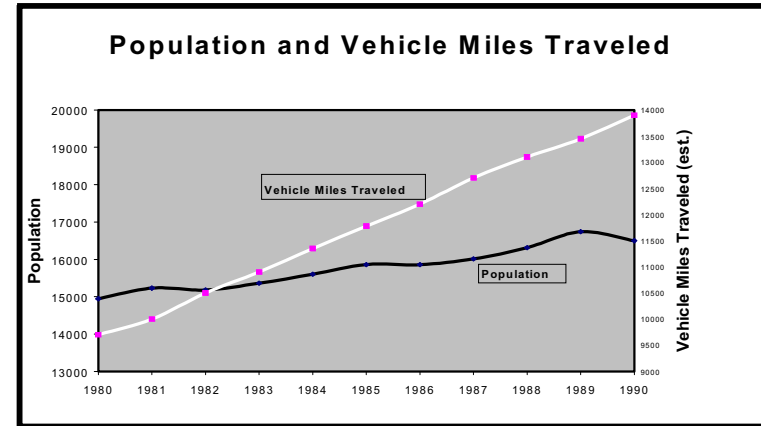
A parking management approach utilized in other communities involves the establishment of a residential parking permit system. Permit systems can be set up and administered in many ways, with the most common being a sticker or card issued to residents to display on their vehicles, which would exempt them from the time limits posted in

their neighborhood. Details such as passes for guests and multiple vehicles are also common administrative activities.

- **It is getting more difficult to drive in Ashland**

Traffic on North Main Street, East Main Street and Siskiyou Boulevard is growing and causing increased congestion in the downtown area and at key intersections throughout North Main Street and Siskiyou Boulevard.

The amount Ashlander's drive has been increasing in recent years, with vehicle miles traveled quickly outpacing population growth.



Single occupant vehicles are often looked at as the target for traffic reduction, as the ratio of vehicle size to persons transported is the least efficient of all forms of transportation using the street system. Increased transit options, carpooling incentives (possibly in conjunction with parking

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incentives as part of the parking management system) and increased availability of and access to safe bike lanes and sidewalks are all ways in which single occupant vehicle trips can be reduced.

- **The current transit service doesn't match my personal and work schedules, making it very difficult to use transit as an option for my trips.**

The current transit service is not frequent enough, does not operate long enough into the evenings or the weekends for people to depend on its service for daily use to and from work.

Transit service levels have fluctuated greatly in Ashland in the past 8 to 10 years, both in terms of frequency of stops and in routes through town. All survey information indicates that a major barrier to the increased use of a transit system is the frequency of service and when the service is available. If transit options are not as easy or as convenient as the use of a vehicle, the likelihood of the service being used is relatively low.

Again, incentives for increased use of transit can relate back to parking management, as the ease and convenience of finding and paying for a parking space may be more difficult to some than simply taking the bus.

- **I sometimes feel uncomfortable riding my bike or walking on the main streets in Ashland.**



Bike lanes along the main corridors (arterials and collectors) do not fully connect, leaving the cyclists to fend for themselves on portions of streets without bike lanes. Pedestrians feel at risk when crossing streets, which cuts off or limits areas of Ashland to pedestrian travel.

Raised crosswalks were mentioned at the neighborhood meetings as a possible solution for increased pedestrian safety. Many solutions for increased safety for pedestrians also perform other valuable traffic safety functions, in this case an overall reduction in the speed of traffic due to increased visibility of the crossing and the change in grade associated with the raised crossing.

For cycling to expand beyond a recreational use and into a viable transportation option, bike lane connections on the main corridors are necessary. Similarly, for pedestrians to feel safe about crossing streets, effective enforcement and education for motorists is a key factor. When enforcement is combined with traffic calming efforts such as raised crosswalks, the pedestrian environment can become a much safer and comfortable place.



- People drive too fast in my neighborhood

A lack of enforcement and education regarding traffic laws and public safety lessen residents inclination to walk or cycle as an alternate to their car.

For people to include walking as a transportation option, it is important for them to first feel safe and comfortable in their own neighborhood. Sidewalk installations in already developed neighborhoods and proper maintenance (cutting back of vegetation, removal of obstacles, etc) of existing sidewalks help increase pedestrian activities. Further, active enforcement of traffic laws, including travel speed and stopping for pedestrians in crosswalks, will also assist in making Ashland's neighborhoods friendlier for walkers and bicyclists.

Traffic calming techniques can also be successful deterrents to high speeds in residential neighborhoods. Raised crosswalks, narrower travel lanes, and other techniques can be successful in creating a more comfortable residential environment.

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COMMITTEE RECOMMENDATIONS

After taking extensive public input on the issues initially identified, and after meeting numerous times to review information, the TTPC has formulated a list of recommendations, when pursued in a comprehensive and integrated manner, we believe will result in an improved transportation system for Ashland, and specifically in the areas identified as key in this project.

TRANSIT SERVICE

Current Status

The students and administration at SOU have agreed to fund the restoration of the student ridership/RVTD program to the 1995 service levels, beginning in the fall of 2000.

The City of Ashland has provided additional funds to enhance transit services, with service being restored to previous 15 minute headways within the City beginning at the end of July, 2000.

Priority Short-Term Recommendations

Transit 1. *Develop a fundable, flexibly managed transit program that will provide no-fare service to the community, expand the hours of bus operations, and expand existing routes. The transit program would also serve as*

an in-town shuttle service for residents, visitors and employees. Evaluate the use of jitneys or "fun to ride" smaller buses for use in this program. Also, develop potential revenue sources to fund the enhanced transit program.



Throughout the committees efforts in this process, an underlying agreement has been that expanded and more frequent transit service would be a cornerstone for addressing all of the issues raised. Improved transit service provides alternatives for downtown employees, hospital/medical employees, SOU students and even AHS students. The benefits of improved transit service include a reduction in parking demand, improved air quality, decreased traffic, and an ultimate decrease in vehicle miles traveled, a key goal of the TTPC.

The City has taken initial steps in identifying specific transit system improvements through a report prepared by Nelson\Nygaard – "Transit Options for a Livable Ashland." This report identifies increased transit service options, as well as providing cost estimates for their implementation. This document provides the technical background for the implementation of this recommendation.

Funding will be the key issue regarding this recommendation. Further effort is needed to clearly identify the funding sources to bring this recommendation to reality.



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Transit 2. *Evaluate the feasibility for a fundable park-n-ride/walk/bike program that uses underutilized parking. The park-n-ride/walk/bike program should evaluate varying locations including the north and south sides of the town, and in the undeveloped railroad property near A Street. Evaluate the feasibility of using SOU parking lots in the summer months for shuttle service to downtown.*

Transit 3. *Evaluate the feasibility for a fundable park-n-ride/walk/bike program to serve Southern Oregon University.*

Transit 4. *Expand the RVT-D-SOU Student Ridership Program to include Ashland School District students.*

Transit 5. *Improve tour bus parking in and around the Oregon Shakespeare Festival properties.*

Transit 6. *Work with large Ashland employers to help design and implement incentives for employees to use alternative means of transportation. Consider the formation of a Transportation Management Association (TMA) to assist in the effort to provide incentives.*

Transit 7. *Acquire land for a future multi-use transportation center, addressing the needs for an RVT-D transfer station, intercity bus terminal, and future light rail needs.*

Transit 8. *Encourage the Ashland School District to*

develop programs that encourage children to walk or bike to school rather than be driven by their parents.

Transit 9. *Encourage Southern Oregon University to develop programs to encourage students and employees to find alternate ways to the university other than the single occupant automobile.*

Near-Term Recommendations

Transit 10. *Evaluate the feasibility of offering dial-a-ride services to the community.*

Transit 11. *Evaluate the feasibility of developing an express route between Medford and Ashland.*

BIKE AND PEDESTRIAN IMPROVEMENTS

Current Status

The City has recently accepted responsibility for Siskiyou Boulevard from the State of Oregon. The City's intent is to use the funds from the State to reconstruct the road to provide for bike lanes from approximately the Fire Station to Walker Avenue. A committee has been formed to evaluate varying design options for better accommodating bicycle and pedestrian travel.

Sidewalk construction is planned along Helman Street from Van Ness to West Nevada (00-01), Mountain Avenue from

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East Main to Village Green (01-02) and Laurel Street from Hersey to Randy (02-03).

A sidewalk has been constructed from Ashland Community Hospital to North Main Street along Maple Street.

The City will continue to do sidewalk repair and extensions with an approximate \$100,000 annual effort.

Priority Short-Term Recommendations

The TTPC recognizes that once people leave a transit system or park their cars, they need a connected pedestrian and bicycle system to take them to their final destinations. A convenient, comfortable, and attractive pedestrian environment will ensure that once people leave their vehicle, they can easily walk to their place of work, business destination, shopping experience, or recreational need.

"A convenient, comfortable, and attractive pedestrian environment will ensure that once people leave their vehicle, they can easily walk to their place of work, business destination, shopping experience, or recreational need."

Bike/Ped 1. *Use better materials to mark crosswalks.*

Bike/Ped 2. *Improve pedestrian and bike crossings all along North Main Street.*

Bike/Ped 3. *Provide rest rooms for bicyclists and pedestrians along major travel routes.*

Near-Term Recommendations

Bike/Ped 4. *Evaluate the possibility of providing a signalized crosswalk at North Main and Hersey/Wimer Streets.*

Bike/Ped 5. *Improve pedestrian/bike access from North Main to Coolidge to Scenic to the Hospital.*

Bike/Ped 6. *Develop pedestrian shortcuts and pathways between Scenic and Catalina, Wimer and Catalina, and the corner of Maple and Scenic.*

Bike/Ped 7. *Install raised crosswalks in front of the Middle School, Walker Elementary, and Siskiyou Boulevard across from SOU where possible. Evaluate similar pedestrian improvements around the Library/Fire Station.*

Bike/Ped 8. *Evaluate the feasibility of adding bike lanes on Lithia Way and North Main Street.*

Bike/Ped 9. *Evaluate using the TID path more effectively for bike and pedestrian travel.*

Bike/Ped 10. *Implement traffic calming on Scenic and Maple to protect and encourage bicycle and pedestrian use.*





PARKING IMPROVEMENTS

Current Status

The Oregon Shakespeare Festival is planning to complete the construction of a parking structure adjacent to the new OSF theater in the Hargadine parking lot. Efforts are also underway to examine the possibilities of constructing a joint structure with Ashland Springs Hotel, combining the parking lots.

The City will complete the paving and landscaping of the Elks parking lot at the corner of Lithia Way and Second Street in exchange for 22 public parking spaces.

The Ashland Community Hospital has received conditional use permit approval for a temporary parking lot at the corner of Maple and Catalina Streets.

Based on comments from the neighborhood meetings, parking conflicts around mailboxes in the hospital area are being addressed through the use of yellow curb markings. Also, vision clearance problems along Maple Street have been addressed through the removal of specific vegetation.

The City will be updating the Downtown Plan at the end of 2000, and as part of that process will be assessing current parking issues, as well as investigating the feasibility of pay parking.

Priority Short-Term Recommendations

The TTPC recommendations regarding parking reflect the fact that the creation of new parking lots is an expensive proposition, and may run counter to policies of the Transportation Element. Those relevant policies are as follows:

- Off-street parking for all land uses shall be adequate, but not excessive, and shall not interfere with multi-modal street uses.
- Manage the supply, operations and demand for parking in the public right-of-way to encourage economic vitality, traffic safety and livability of neighborhoods. Parking in the right-of-way, in general, should serve land uses in the immediate area.
- Encourage sharing of existing and future parking facilities by various nearby businesses.

Parking 1. *Maximize the efficiency of parking around the three major employment center in Ashland (ACH, Downtown, SOU/AHS) through varying approaches and techniques, such as striping, using underutilized areas, etc...*

Parking 2. *Implement a pay and display parking program in the commercial downtown area of Ashland, based on the results of the Downtown Plan study and contingent on the provision of enhanced transit. The parking program will be based on an examination of pay parking time periods, potential revenue, experiences from other communities and residential parking programs.*

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The TTPC believes that the issue of downtown parking cannot be answered by only the construction of additional parking, but must be addressed through a parking management program. Experience from other cities indicates that implementation of a pay parking system can result in the greater availability of spaces within the downtown core due to changes in demand for spaces, and that the total number of vehicles is reduced through such a system. Further, pay parking can increase the viability of transit and alternative modes, and can help ensure a pedestrian friendly and aesthetically pleasing downtown environment.

The recommendations for an enhanced transit system must be implemented simultaneously with the pay parking proposal. The success of the overall approach is dependent upon alternatives being available. While pay parking is a disincentive to employee parking in the downtown, to be effective, there must be another option for traveling to work.

It is also understood that implementation of a pay parking system cannot be undertaken without simultaneously addressing the impacts on surrounding residential areas. Without due consideration, parking demand for free spaces would quickly move to nearby residential streets, increasing demand for these on-street spaces. The TTPC recommends that a residential parking permit system be examined in conjunction with any pay parking strategy.

Full public involvement, from residents, business owners, downtown property owners, and other key stakeholders,

needs to occur as this recommendation is further explored.



Parking 3. *Evaluate the feasibility of providing additional parking on neighborhood streets, and specifically addressing Walker Avenue, Avery Street, and Bridge Street.*

Parking 4. *Identify parking locations for downtown employees using underutilized parking lots near the downtown area and negotiate agreements with the owners.*

Parking 5. *Evaluate the feasibility of building additional parking on the ACH campus.*

Parking 6. *Work with SOU to modify class schedules to balance parking demand throughout the day.*

Parking 7. *Improve coordination regarding the timing of the ice rink removal and the start of the OSF season.*

GENERAL TRANSPORTATION SYSTEM IMPROVEMENTS

Current Status

The City has many differing capital improvement projects planned in the next five years that impact the City's transportation system. These are outlined in the City's Capital Improvement Plan (CIP).



Priority Short-Term Recommendations

General 1. *Ensure adequate staffing and funding to successfully manage and implement the Transportation Action Plan.*

The TTPC recommends that for this plan to be truly successful for the citizens of Ashland, adequate support must be provided. Recognizing that many of the recommendations involve significant resources of staff time and money, new funding sources will be necessary to ensure adequate support.

General 2. *Design and implement a ride-sharing program for employees who work at Ashland Community Hospital, the Downtown, and Southern Oregon University. RVTD has the capability to provide this service.*

General 3. *Develop a comprehensive campaign and educational program to promote the use of transit, walking and biking as being convenient, easy, and responsible ways to navigate the city and avoid parking pressures.*

General 4. *Develop more effective methods for managing deliveries in the downtown area.*

General 5. *Evaluate different ways to manage the multiple transportation demands on the downtown including reconfiguring traffic, pedestrian and bike travel lanes.*

APPENDICES

Appendix A. Other Recommendations generated during the Neighborhood Meetings.

Appendix B. "Ashland Residents Survey on Parking" Executive Summary, Ashland Chamber of Commerce.

Appendix C. "Downtown Ashland Parking Survey" Executive Summary, Ashland Chamber of Commerce.



Appendix A.

Other Ideas Generated During the Neighborhood Meetings.

During the public involvement process, many ideas were put forward by the neighborhood residents. Not all of the ideas were consistent with the proposals recommended by the TTPC, and some weren't applicable to the issues at hand. They are included here to illustrate the broad range of ideas and concerns raised by Ashland citizens.

1. Combine Ashland High bus services with RVTD.
2. Reduce transit costs by using volunteers for driving small shuttle buses.
3. Install traffic calming measures on Walker Avenue.
4. Add sidewalks to Walker Avenue and Iowa Street.
5. Install flashing crosswalk lights in front of Churchill Hall.
6. Improve lighting along City bike paths.
7. Increase enforcement of crosswalk violations.
8. Create a North Mountain off-ramp to I-5.
9. Change the high school to a closed campus.
10. Construct mechanized/robotic parking structure for increased efficiency.
11. Install traffic lights at every intersection downtown.
12. Reduce speeds on East Main Street using speed bumps or intersections of cobblestone.
13. Close North Main/East Main (from Ashland Creek to the Library) to vehicle traffic.
14. Install traffic calming on Pioneer, Hargadine and in Lithia Park.
15. Explore greater use of traffic calming citywide.
16. Convert Hargadine and Pioneer Streets to one-way traffic.
17. Increase enforcement efforts on speeding and pedestrian behavior.
18. Convert Lithia Way to two-way traffic.
19. Reduce East Main Street to two lanes and widen sidewalks and bike lanes.
20. Develop an auto-cooperative where those with vehicles could share them with those without.
21. Close downtown to auto traffic.
22. Prohibit SOU freshman from having vehicles on campus.
23. Construct a shared parking structure for SOU, AHS and the Middle School.
24. Evaluate the speed limits on Highway 66 to see if they are too fast.
25. Evaluate the speed limits on East Main past Mountain to see if they are too slow.



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